

# Black Label 2026 - Vol. VI

DATE: Saturday, January 31, 2026  
LOCATION: South Wharf, Victoria, AU

---

## Event Description

Black Label 2026 - Vol. VI is a premier expos event in South Wharf. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** expos

**Importance Rank:** 53/100

**Expected Attendance:** 1,338 people

**Event ID:** DoBiha58wWD9VttRWP

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 535 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

---